

CLAIMS

What is claimed is:

1. A method of advertising at a residential location comprising:

5 providing a container having advertising indicia to a resident;

allowing the resident to use the container to dispose of waste or recycling near a curb;

and

10 displaying the advertising indicia when the container is placed near the curb.

2. The method of claim 1, wherein the step of providing the container comprises providing the container to the resident at no cost to the resident.

15 3. A method of advertising at a residential location comprising:

identifying a location where advertising is desirable;

determining whether waste or recycling is brought curbside at the location;

20 producing containers having advertising indicia thereon;

providing the containers to residents of the location; and

allowing the residents to use the containers to dispose of waste or recycling, the advertising indicia being displayed when the containers are positioned curbside.

4. The method of claim 3, wherein the step of providing the containers comprises providing
5 the containers to the residents at no cost to the residents.

5. The method of claim 3, further comprising providing containers having advertising indicia thereon to residents of additional locations.

10 6. The method of claim 4, wherein the step of producing the container comprises producing containers having advertising indicia relating to a business.

7. A method of advertising for businesses at residential locations comprising:

15 identifying a location where advertising is desirable;

determining whether waste or recycling is brought curbside at the location;

identifying at least one business interested in advertising services in the location;

20 producing containers having advertising indicia relating to the business;

selling the containers to the business;

allowing the business to provide the containers to residents of the location; and

allowing the residents to use the containers to dispose of waste or recycling, the advertising indicia being displayed when the containers are positioned curbside.

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8. The method of claim 7, wherein the step of allowing the business to provide the containers comprises allowing the business to provide the containers to the residents of the location at no cost to the residents.

10 9. The method of claim 7, further comprising:

determining additional locations where advertising is desirable;

determining additional businesses interested in advertising in the locations;

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providing containers to the additional businesses having advertising indicia relating to the additional businesses;

allowing the businesses to provide the containers to residents of the additional locations;

20 and

allowing the residents to use the containers to dispose of waste or recycling, the advertising indicia being displayed when the containers are brought curbside for collection.

10. A method of advertising for businesses at residential locations comprising:

performing a service at a resident's location;

5 determining whether waste or recycling is brought curbside at the location;

providing a container having advertising indicia relating to the services performed at the location; and

10 allowing the resident to use the container to dispose of waste or recycling, the advertising indicia being displayed when the container is positioned curbside.

11. The method of claim 10, wherein the step of providing the container comprises provide a container having advertising indicia relating to the business to the resident at no cost to the
15 resident.